



Williamson County Animal Control and Adoption Center
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www.adoptwcac.org

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SHELTER AWARDED \$20,000
Second place finish in ASPCA Challenge

Williamson County Animal Control & Adoption Center in Franklin, TN, has been awarded \$20,000 in prize money as second place divisional winner in the recent ASPCA Rachael Ray \$100K Challenge, a three-month nationwide adoption challenge that took place during June, July and August of 2014.

Shelter director, Laura Chavarria, received the news today at 2:00 p.m. when the ASPCA released the official results via messenger. "We are over the moon with this news! Our staff, volunteers and sponsors worked so hard all summer to meet our goal of saving 300 more lives than we did the same time period in 2013." Chavarria went on to say, "We were able to exceed that goal with a total of 902 adoptions!" She added, "That represents a 77% increase in lives saved!"

The prize money, stated Chavarria, will be used locally to continue saving more lives. "We have a number of ideas for utilizing the prize money in our community. New life-saving endeavors like remote spay-neuter clinics are a possibility, as are community education and microchipping clinics." Chavarria and her staff can now budget and develop specific programs to benefit the community.

Chavarria stresses that the Challenge was more than a contest. "During the ASPCA Challenge, we were able to show what a community can do to save more animal lives, and many of the events and tactics we used in the Challenge are now part of our daily routine." Those proven tactics include adoption sponsors, adopter goodie bags, pop-up events, more photos and increased social media presence. "We continue to move forward with our plans to make this a premier public shelter."

Williamson County Animal Control and Adoption Center at 106 Claude Yates Drive in Franklin is open for adoptions from 10 a.m. to 6 p.m. Monday through Friday, or 11 a.m. to 3 p.m. on Saturdays. The current adoption rate for dogs is \$85 and there is no fee for cats and kittens. Adoptable animals can also be viewed at www.adoptwcac.org. For more information, call (615) 790-5590, visit www.adoptwcac.org or like Williamson County Animal Shelter on Facebook.